Friday, December 10, 2010 · 10 sections / Vol. 26 / No. 2 · P18



ENTERTAINMENT

**Philippine** team wins 'Amazing Race Asia'

PHILIPPINE DAILY INQUIRER
BALANCED NEWS, FEARLESS VIEWS

## 2 UP lawyers also accused of plagiarism

By Nikko Dizon

UP A14

## 'Balikbayan' claims P741-M grand lotto pot

By Tina G. Santos

BALIKBAYAN A19

WORLD

**Hackers** attack sites seen as 'enemies' of WikiLeaks

BUSINESS

**DILG** says open-pit mining ban illegal

NEWS

**Customs** catch: Smuggled guns, ammo seized

# PH hit on Nobel boycott

## Booters won't be playing at home

BOOTERS A11



TOWER OF POWER

## Human rights activists shocked

HUMAN RIGHTS activists and lawmakers were shocked and disappointed at the Philippine government's decision to align with China in boycotting the Nobel Peace Prize ceremony honoring imprisoned Chinese dissident Liu Xiaobo.

PH-NT A22

TRUTH AND CONSEQUENCE

## Palace warned on attacks vs SC

By Gil C. Cabacungan Jr.

SENATORS and a Catholic bishop yesterday warned Malacañang's blasts against the Supreme Court for torpedoing its truth commission could undermine the judiciary and precipitate a constitutional crisis.

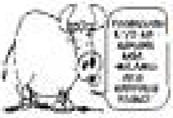
PALACE A22

## CHR seeks immediate release of 'Morong 43'

By Kristine L. Alave

SAYING that the criminal charges against them were "fruits of a poisoned tree," the Commission on Human Rights (CHR) has called for the immediate release of 43 health workers who were arrested in Morong, Rizal, in February on the

CHR SEEKS A22



## P-Noy asks media: Lay off my love life

By Christine O. Avendaño

P-NOY ASKS A17

TELLING THE FILIPINO STORY TO THE WORLD

## Cutting knife out, cutting-edge tech in

By Abelardo S. Ulanday
Associate Editor

THE INQUIRER A6

## Court told one journalist shot 28 times

By Philip C. Tubeza and Julie M. Aurelio

ONE OF the media workers killed in the grisly Maguindanao massacre in November 2009 was shot as many as 28 times—the biggest number of wounds so far among seven victims whose autopsy reports were made public.

COURT A11

# Second FrontPage



| | | |
|---|---|---|
| 6 | 8 | |
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| 13 | 26 | |

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| 1 | 5 | 8 |

SUPERLOTTO: 6 11 18 21 44 47 — P57,852,694.00

CUSTOMS CATCH

# Smuggled guns, ammo seized




THE BUREAU of Customs (BOC) has intercepted a cache of firearms and ammunition worth P4 million secreted in a container van marked "household goods," Customs Commissioner Lito Alvarez said yesterday.

[illegible]

Marlon Ramos

## Small player hits Petron 'monopolistic tendencies' in Subic

[illegible]

# Air Force has some planes, too






# Airport restricts 'all access' passes; mediamen protest









INTRA-CORPORATE DISPUTE

# LTO takes over Stradcom after standoff

[illegible]

**Paralyzed**

[illegible]

**Corrections**

[illegible]




# Grinch to some, Santa to others




By Marlon Ramos

THE COUNTRY'S flag carrier may be the Grinch to most of its employees, but to some 400 Bureau of Customs (BOC) personnel, Philippine Airlines is Santa Claus.

A green, furry creature, the Grinch tries to spoil the holiday spirit in Dr. Seuss' book, "How the Grinch Stole Christmas."

Beginning today, Customs Commissioner Lito Alvarez said, 422 employees of the BOC assigned to the Ninoy Aquino International Airport (NAIA) and other international airports may collect part of their unpaid overtime pay for the past 10 months.

In a news briefing at the Department of Justice yesterday, Alvarez and PAL president Jaime Bautista said the airline would release over P60 million to cover a portion of the BOC employees' long overdue overtime pay.

Ironically, PAL's act of goodwill comes at a time its close to 3,000 employees are set to suffer over the impending loss of their jobs due to [illegible] by the airline.

Alvarez said each customs employee will receive P122,000 in payment of five months' worth of overtime wages.



# House OKs creation of 3 more districts

# Immigration bureau to deport US deserter




# The Inquirer today: Cutting knife out, cutting-edge tech in




### 'Techchange'

### Workflow's drastic change

### Convergence









# Judges seek audience with P-Noy












# 2 UP lawyers also accused of plagiarism



### The 'same act'

### Rough draft

### Embarrassment

### Collaborative work



# 'Balikbayan' claims ...

### Sentimental journey

### 'Far-fetched' claims

### To retire in PH

# Ampatuans' security beefed up

# Court told one journalist shot 28 times

### Possible rape

### Severe pain

### Possible paralysis

### 57 counts of murder

# Booters won't be playing at home field in semis

### Disaster

### Biggest upset

### Away-and-away games

### Petty bickering

### Appeal

### Dressing room

# JOLLIBEE YUMBASSADORS

## A NEW BREED OF YOUNG PINOY ACHIEVERS



## Inspiring passion and creativity among young Pinoys





















Jollibee
YUM!


[illegible]











PHILIPPINE DAILY INQUIRER

# OPINION

## Myths behind blue skies

EDITORIAL



## Free Willie or jail Willie?

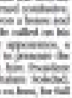
AS I SEE IT



Neal H. Cruz

## Misunderstanding the equal protection clause

PASSION FOR REASON



Raul C. Pangalangan

# 4 myths in fight vs climate change

COMMENTARY

*Vinod Thomas and Kenneth Chomitz*

# Local

PINOY KASI



*Michael L. Tan*

# Saving mothers

AT LARGE



*Rina Jimenez-David*

# The library and the Internet

LOOKING BACK



*Ambeth R. Ocampo*

Supreme Court of the Philippines
Judicial and Bar Council
Manila

ANNOUNCEMENT

# The white onion mystery

LETTERS



PRESIDENT Aquino: "growing" into the presidency

## Give P-Noy a chance to acquire gravitas of the presidency

## New PAF planes: cost outweighed by the benefits

## No Christmas perks for GSIS pensioners

## Gov't seminars now a commercial industry

# Senators push for abolition of housing body

By Gil C. Cabacungan Jr.

SENATORS YESTERDAY pushed for the abolition of the Housing and Urban Development Coordinating Council (HUDCC), which it said was useless in preventing a massive scam in the government's low-cost housing lending program allegedly perpetrated by businessman Delfin Lee.

Senate President Juan Ponce Enrile and Sen. Sergio Osmeña III were disappointed that former Vice President Noli de Castro, the ex-HUDCC chair, and former HUDCC Secretary General Ludlu Orillo could not explain the purpose of the agency.

In a hearing on the P7-billion Pag-Ibig loan scam granted Lee's Globe Asiatique housing projects in Pampanga, De Castro said the role of HUDCC was simply "to coordinate" as its name stated.

De Castro said he would have acted immediately to limit the damage from the fictitious loans had he been informed of the scam much earlier. He said he got the tip in March but he was already a lame duck at that point. [illegible]

"I thought it was just a simple problem. I said we had a buy-back policy (in which the developer would either pay for the loan or get other borrowers to take over). I never thought it grew that big," De Castro said.

Orillo touted the vision of HUDCC but could not name any specific program or project that the HUDCC championed during their term. [illegible]

"You claim to have administrative powers but you don't even have disciplinary or veto power over the other housing agencies. What kind of organization is that?" Enrile asked during the hearing.

**Superfluous**

Osmeña said HUDCC's function was clearly superfluous considering that each housing agency like Pag-Ibig Fund and Home Guaranty Corp. had well defined function.

He said the government was better off reducing it to a mere line department agency.

**Close friend**

De Castro denied having given any special treatment to Lee who was widely seen as his close friend. [illegible]

Lee and De Castro were seen arriving one after the other at the [illegible] residence to condole with the broadcaster on the death of his wife in April 2009.

Sen Osmeña, the chair of the Senate committee on banks, financial institutions and currencies, and Enrile reckoned that this would not explain the lax supervision of the housing bodies in the release of such a big fund to a single entity.

[illegible]

**Beyond P500-M limit**

During the hearing, it was established that Lee obtained since last year a total of P7 billion in Pag-Ibig loans for the two Xevera projects of Globe Asiatique in Pampanga, although a developer could only borrow up to P500 million for each project.

"He got a special deal. We do not know," Osmeña said.

Pag-Ibig, which has blacklisted Globe Asiatique, is demanding that Lee buy back the P4 billion in loans it gave to his buyers who were either fictitious or had insufficient documents.

**Caught red-handed**

But Globe Asiatique is insisting that only P1.9 billion was actually given to bogus buyers since the remaining loans were "current" or being paid as scheduled.

Orillo said Globe Asiatique would not be off the hook even if it bought back the loans because it was caught red-handed using fictitious buyers to secure cheap funds from Pag-Ibig.

Enrile said he had a copy of 131 affidavits of people claiming that they were given P1,000 each to sign papers to become Pag-Ibig buyers.

The Senate probe of Globe Asiatique is expected to wind down with the next hearings likely to be made by the technical working groups.



SEN. SERGIO OSMEÑA III



DELFIN LEE: Caught red-handed

# P-Noy asks media: Lay off my love life

From page A1

he looked forward to having a good working relationship with the media.

"It had been very educational working with all of you and I hope next year to be able to give you what you need earlier than later," he told them.

He was referring to a late press briefing to declare his views on the Supreme Court's decision to junk his first order creating a Truth Commission to probe corruption scandals during the past administration.

[illegible]

**Choices in democracy**

Still, Mr. Aquino asked for the nth time to stop reporting on his love life as he promised that media would be the first to know if ever. [illegible]

"This is a democracy. You have a choice. I have a choice [illegible]," he added, drawing laughter from the reporters.

Before he made that declaration though, Mr. Aquino was good enough to take part in "Pinoy Henyo," which was popularized in a popular television game show.

One of two players in the game guesses a word written on paper and flashed only to the other player and audience by asking questions answerable only with a "yes, no or maybe."

**Guessing correctly**

[illegible]

When Mr. Aquino was shown the paper that read "Shalani," in reference to his erstwhile girlfriend Shalani Soledad, both reporters and Palace officials squealed with shouts and laughter.

[illegible]

**The other words**

[illegible]

Before the game, Mr. Aquino said he was "confident" that he would have "more good news" to say to the media next year [illegible]

"I wish you the best for the coming year. [illegible]," he said.



## THE DAILY GOSPEL

Friday, December 10, 2010
2nd Week of Advent

1st Reading: Is 48:17-19
Gospel: Mt 11:16-19

Jesus said to the crowds, "Now, to what can I compare the people of this day? They are like children sitting in the marketplace, about whom their companions complain: 'We played the flute for you but you would not dance. We sang a funeral song but you would not cry.' For John came fasting and people said, 'He is possessed.' Then the Son of Man came, he ate and drank, and people said, 'Look at this man! A glutton and drunkard, a friend of tax collectors and sinners!' Yet the outcome will prove Wisdom to be right."

Commentary

[illegible]

# Across the NATION

# Recall of Samar gov, vice gov sought

## Militants say Laguna gov 'desperate' on dredging



## Sign language training gives hearing-impaired voice, goal

PEOPLE

## Ex-governor's kids take mom's place in province

TACLOBAN CITY—With just six months into their terms, Samar Gov. Sharee Ann Tan-de los Santos and her brother, Vice Gov. Stephen James Tan, are facing separate recall petitions backed by 18 mayors and councilors.

## Tribe in Sierra Madre wants say in peace talks

'War is being waged right in our doorstep. Most often, it is us who become the hapless victims ...'

## 36 of 37 held by cops on Abu links released

## OFW's widow laments shortchanging in insurance claim

# LGU Summit +3i

## Mainstreaming Climate Change Adaptation in the Philippines

## for City LGUs

15-16 December 2010

Sarabia Manor Hotel & Convention Center
Iloilo City

**Hon. Jejomar C. Binay**

**Vice-President of the Republic of the Philippines**
***has been invited as Guest of Honor***

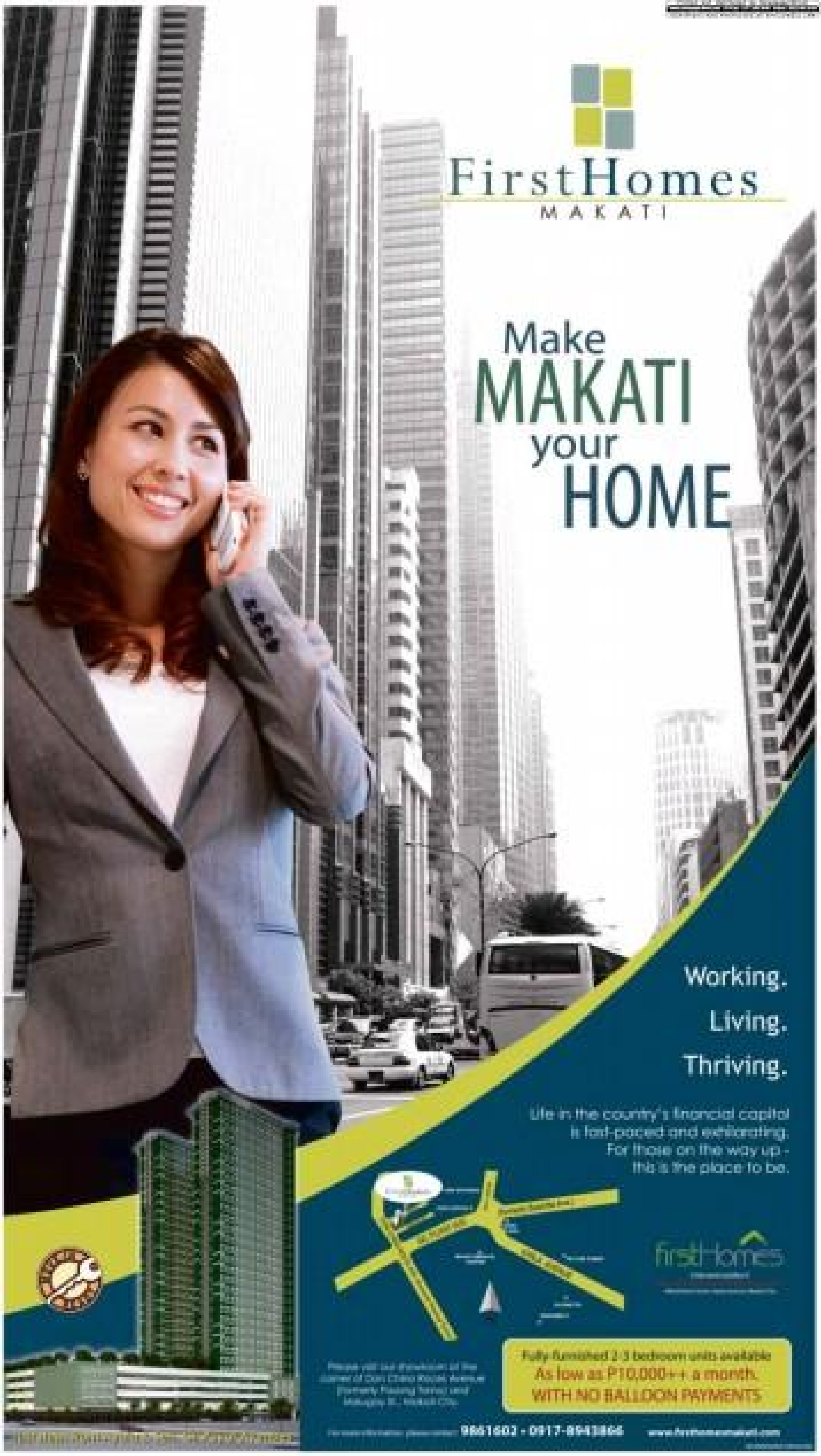


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For confirmation and inquiries, please contact Ms. Maria Rosa R. Ramos or Ms. Gwendolyn D. Peñaranda at Telefax (02) 631-2163 / 631-2137 and Tel. No. 631-0921 local 160 or email us at mariorramos@yahoo.com or gwen_penaranda@yahoo.com.ph.

For information on the LGU Summit +3i and for online registration, please visit: http://www.lgusummit3.com/lgu3i


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WITH NO BALLOON PAYMENTS

# MAKILAHOK, MAKIISA sa Barangay Assembly

## *sa Disyembre 11, 2010*

**IDARAOS NG MAHIGIT SA 42,000 BARANGAY** ang unang Barangay Assembly Day sa ilalim ng administrasyon ni Pangulong Benigno S. Aquino III sa Sabado, **ika-11 ng Disyembre, 2010**

Itinakda ito ng Proclamation 74 na nilagdaan ni Pangulong Aquino batay sa **Local Government Code of 1991** at **Proclamation 342.**

Layon ng barangay assembly na magkakaroon ng malayang talakayan at konsultasyon tungkol sa mga programang ipapatupad sa mga barangay sa susunod na mga taon. Dito rin ilalahad ng mga barangay officials ang current state of *development* at financial status ng bawat barangay.

Sa unang pagkakataon, bibigkasin ng mga bagong halal na barangay officials sa nasabing pagtitipon ang *"Panunumpa Para sa Mabuting Pamamahala Tungo sa Tuwid na Landas"* bilang pangangako ng isang malinis at tapat na paglilingkod sa pamayanan.

Sa kabilang dako, magkakaroon naman ng pagkakataon ang mga residente na makiisa at maging bahagi ng pagbabalangkas ng mga plano para sa barangay.

Isang programa ng *"Biyaheng Pinoy: Tapat na Palakad, Bayang Maunlad"* ng **Department of the Interior and Local Government** (DILG) ang pagdaraos ng **Barangay Assembly Day.**

Hangad ng programang **Biyaheng Pinoy** ang pagtataguyod at pagpapatupad ng transparency, responsiveness, accountability at participation sa mga pamahalaang lokal, kasama na ang barangay.

**Hamon ng pambansang pamahalaan sa mga barangay: patuloy na maitaas ang antas ng paglilingkod sa mamamayan.**

Upang maisakatuparan ito, kailangang maipahayag ang mga transaksyon ng barangay, matugunan ang mga pangangailangan ng mga mamamayan, at mahikayat ang mga taumbayan na makilahok sa pagbuo ng mga proyekto.

Kung ramdam ang paglilingkod ng barangay, tiyak na ramdam din ng mamamayan ang pagkalinga ng pambansang pamahalaan.

- *Kalihim* JESSE M. ROBREDO
DILG

## SA BARANGAY NATIN UMPISAHAN ANG KRUSADA SA MALINIS AT TAPAT NA PAMAMAHALA.

# Sa matuwid na daan, *Barangay ay kaagapay!*

BIYAHENG PINOY
TAPAT NA PALAKAD, BAYANG MAUNLAD

## PANUNUMPA PARA SA MABUTING PAMAMAHALA

Ako, bilang nahalal na opisyal ng barangay
Ay taimtim na nanunumpa...

Na itataguyod at isasakatuparan ang pamamahalang
Matuwid, malinis, tapat
At [illegible] sa lahat ng mamamayan na makilahok
Sa pagpapaunlad ng barangay;

Hahatiran ko nang malinis at tapat na paglilingkod
Ang aking mga kabarangay
Ng may paggalang at malasakit
sa kanilang pangangailangan at kalagayan.

Hihikayatin ko ang bawat isang makilahok sa pagpaplano
Ng mga programa, proyekto at gawain
at sa pagsasakatuparan ng mga ito
upang ang [illegible]
[illegible]

Titiyakin kong laging bukas sa publiko
Ang mga transaksyon ng barangay
Lalo't higit ang [illegible]
Sa paggugol ng [illegible]
At ang paggamit sa lahat ng pag-aari nito.

Aking itataas ang antas ng paglilingkod sa barangay at
Ihahanda ang aking sarili sa pagtahak sa tuwid na landas
Kasama ng aking mga ka-pamayanan.

Itataguyod ko ang isang
Maka-Diyos, Maka-Tao, Maka-Kalikasan
At Maka-Barangay na Paglilingkod.

Sa tulong ng Poong Lumikha
At sa [illegible]
[illegible]

SAMA NA SA BIYAHENG PINOY
sa ika-20 taon ng Local Government Code of the Philippines!

**Text DILG**
Need help? Suggestion? Comment? Assistance?
[illegible] 2358

Barangay HOTLINE
**09192467995**

Contact us at: (02) 925-0330 to 31/925-0347 Fax: 925-0333/925-0361

# PH hit on Nobel boycott, HR activists shocked

## WikiLeaks cable reveals early tensions over Nobel winner

### Extraordinary drive

### Romulo didn't tell P-Noy

### Caving in

### Avoiding irritant

### Blow to free expression

### Tightrope

# CHR seeks immediate release of 'Morong 43'

### Martial law torture

### Raid recalled

### Repeated questioning

### Search warrant

# Palace warned on attacks vs SC, may lead to constitutional crisis

### Respect each other

### Team beefed up

### Five Ochoa

### Equal protection

### Add letter 'J'

### 'Gang of 10'



Are you up and ready for the 34th National MILO® Marathon Finals?
On December 12, know the race map, keep in mind the necessary stations, and get set for the much-anticipated and exciting leg of the National MILO® Marathon. See you at the finish line!
WARM UP
Do some stretching exercises before and after the race.
DRINK UP
Don't wait until you're thirsty. Hydrate at every water station.
HEADS UP
If you don't feel well, stop and look for a race marshal for medical attention.
FINISH
START
RAMON MAGSAYSAY CENTER
PEDRO GIL
MANILA YACHT CLUB
ROXAS BOULEVARD
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Aplus
# METRO
Editor: Abelardo S. Ulanday

**DID YOU KNOW**

FIFTY percent of reported HIV cases in the country in September were from the National Capital Region. –*Inquirer Research*



# Cleanup of oil leak site to take years, says FPIC

## Affected areas contain 8,000 drums of oil

By Tina G. Santos

THE REMEDIATION and rehabilitation of areas in Barangay Bangkal, Makati City, which were affected by an oil leak caused by a pipeline owned and operated by First Philippine Industrial Corp. (FPIC) would take years to be completed.

According to Anthony Mabasa, FPIC spokesperson, they have already identified the affected areas and the extent of contamination.

"This will speed up our work because we already know the concentration of the contaminated area," he said.

But when asked how long the cleanup would take, he replied, "We're not talking of months here. Based on our initial assessment, it may take years."

**Extent of plume**

During a press briefing yesterday, FPIC announced that its engineers and experts had determined the extent and size of the plume that came out of the leaks in its pipeline.

The extent of the plume—the area contaminated with petrochemicals—that seeped underground covers at an area of at least 5,000 sq m, including a large portion of the [illegible] Road from Bonifacio to P. Garcia Streets where the West Tower condominium is located, aside from parts of Osmeña Highway.

In July oil products started seeping into the building's basement. In October, the leak was traced to the pipeline, prompting residents to file a case against FPIC.

Mabasa said they expected to recover about 8,000 drums of combined water and petroleum products from the contaminated area.

"But I guess the good news is, much of the petroleum product is contaminated in this area," he added.

He said that they initially expected that the densely populated barangay would suffer most of the contamination.

**"Not as bad"**

"What we were concerned about was the extent of contamination. But at least it was not as bad, not as problematic, as what we had initially expected," he said, adding that they would continue to bore holes and conduct tests in other areas.

He added that their findings would still be validated through additional tests and in collaboration with the University of the Philippines' National Institute of Geological Sciences, the group of experts hired by the city government.

"We're happy to inform the residents that the risk, in effect, is not as high as initially estimated. But this is not to underestimate the situation. We just want to make sure that we reduce the risk to the point that they no longer cause any harm to the health of the residents," Mabasa said.

"Remediation will really take time. It will not be finished in a few months. After we remove the fuel, the soil will be treated ... we want to make sure that there will be no more risks for the residents and the environment in general," he added.

The FPIC official said that the

CLEANUP A16



**GAME CHILDREN PLAY**

Children on a street in Navotas City try to be the first to knock down an empty sardine can as they play a game of "tumbang preso."

# Charges filed against cabbie in train mishap

[illegible]



BEAT THIS

[illegible]

# Court dismisses rap vs fashion designer

[illegible]

# BIR shuts down firm in Mandaluyong

[illegible]

# 'More safety features for motorcycles'

[illegible]



TEMPORARY SHELTER

[illegible]

## MetroBriefs

### Japanese tourist robbed in Ermita

[illegible]

### Fire hits warehouse

[illegible]

# Special children in Quezon City will soon have access to education

[illegible]

### Day care centers

[illegible]

# Cleanup of oil leak ...

[illegible]

### Cleanup ongoing

[illegible]

### No vehicle restriction

[illegible]

# The WORLD

# Hackers attack sites seen as 'enemies' of WikiLeaks

LONDON—In a campaign that had some declaring the start of a "cyberwar," hundreds of Internet activists mounted retaliatory attacks on Wednesday on the websites of multinational companies and other organizations they deemed hostile to the WikiLeaks antisecrecy organization and its jailed founder, Julian Assange.

New York Times News Service

## Assange and Sweden's broad definition of rape



ASSANGE

# Fire during Chile prison brawl kills 81



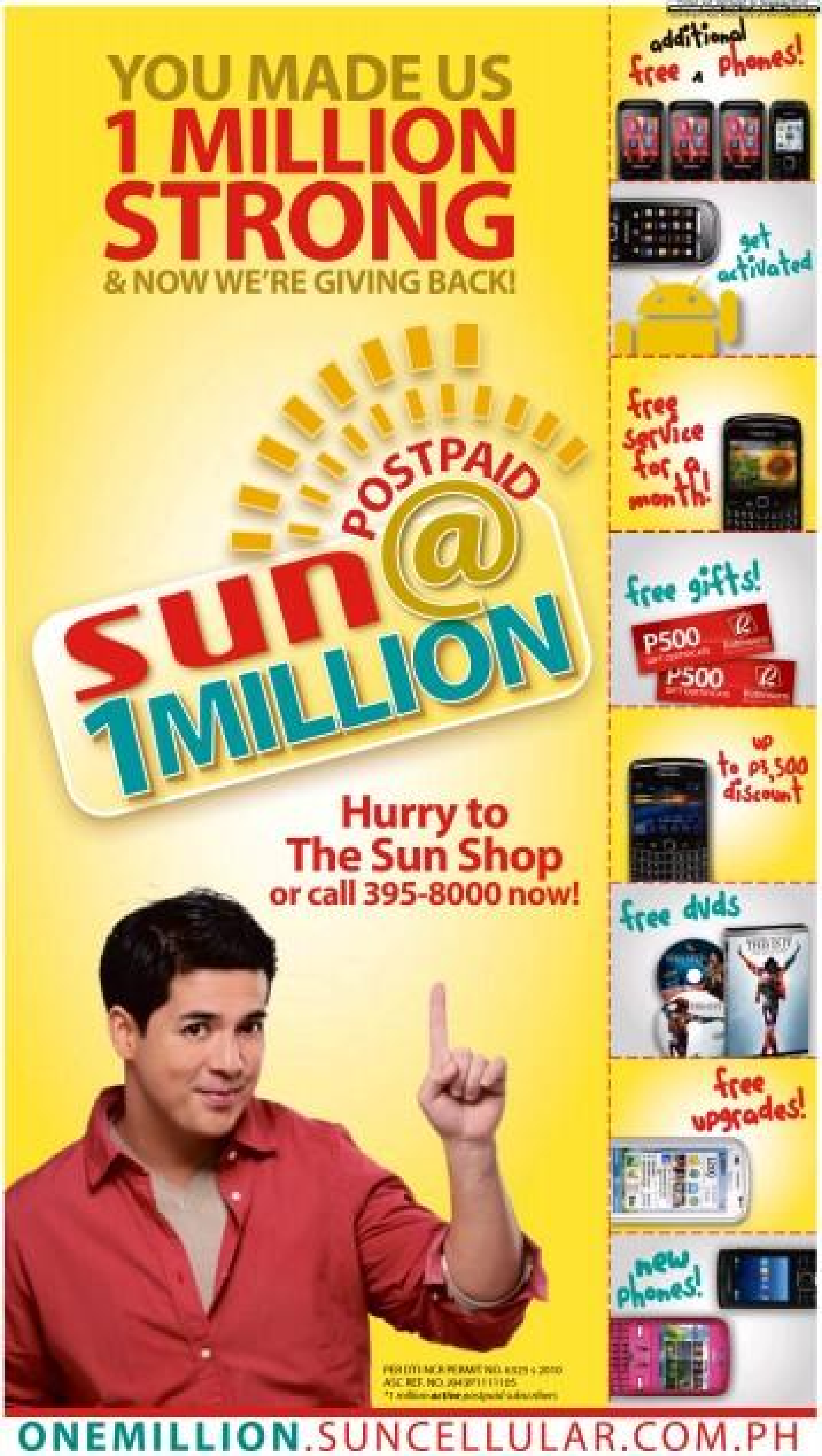
## Elizabeth Edwards, wife of ex-candidate John; 61

## 'Jigsaw expert' saves man's shredded cash

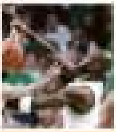
# No harsh prison fortress for Snipes



SNIPES


YOU MADE US
1 MILLION
STRONG
& NOW WE'RE GIVING BACK!
POSTPAID
SUN@1MILLION
Hurry to
The Sun Shop
or call 395-8000 now!
free additional phones!
get activated
free service for a month!
free gifts!
P500
P500
up to P3,500 discount
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WHAT'S INSIDE
■ Celts, Heat stretch win run /A31



# SPORTS





HERE ARE THE HEROES



# Ginebra, TNT duel for No. 2 seeding today

GINEBRA A28

## Pagunsan, Lascuña open with 69s






# Ginebra, TNT duel for No. 2 spot

# Catalan, Benosa split honors

# Wright lifts Patriots past KL Dragons



STEVE Thomas of the Philippine Patriots puts up a shot off Malick Miller of the Kuala Lumpur Dragons in yesterday's game.

# CKSC, Hope Christian cagers down MMTBA foes

# Gold Cup Sunday; three-way race tipped



# Ayala Harpoons top nat'l short course pool meet

# Unity swim record bid under way in Diliman

## Let's rally behind our football heroes

INSIDE SPORTS



# Yu, De Villa rule at Sherwood



# Football triumphs are a big deal

**ONE GAME AT A TIME**



*Sev Sarmenta*

# Celts, Heat stretch win run

## Boston posts eighth straight, Miami notches No. 6



# Undefeated champs want shot at Pacquiao

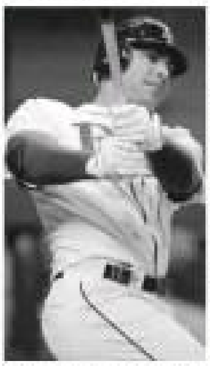
### Injured Klitschko withdraws from fight

# Blatter tells 'arrogant loser' England: Fifa not corrupt

# *PGA Tour no longer rich source of ranking points*

# ₱4M at stake as PCC stages blockbuster 8-stag derby

### 4 more days of 'Rambulan' set



# Power-hitting Peña, Cubs ink $10-M deal

# SPORTS



# Fiery PJ gets back at Reyes

## Patrimonio sisters gain semis

# Even this gentleman's game has referees

# Manduriao, Sunga reach 2 age-group finals



# MVP Salva, Ateneo big winners



# 240 vying in Lucero Cup gymnastics



LUCERO CUP FAVORITES

# Business



# DILG says open-pit mining ban illegal

## Cotabato ordinance 'inconsistent with Constitution'

The prospects of the $5.2-billion Tampakan mining project received a boost after national authorities stressed the primacy of the 1995 Mining Act over ordinances passed at the local level.

## Indicators

**PESO-DOLLAR RATE**

43.670



**STOCK MARKET**

11.67



### Stocks down on China worries

## Vehicle sales up 29% in first 11 months

**IN THIS ISSUE**

# Breach of confidentiality

Corporate Securities Info

Rolf J. Fulabrica



[illegible]

Vulnerable

[illegible]

Constraints

[illegible]

Precautions

[illegible]

## DILG says open-pit …

From page B1

[illegible]

## Vehicle sales up 29% …

From page B1

[illegible]

## Stocks down …

From page B1

[illegible]

# PNOC-EC earmarks P5B for projects next year

## Eyes PPP scheme for capital-intensive ventures

Globe Business

# CEO GOLF CLASSIC

## Globe Business Hosts the 2010 CEO Golf Classic









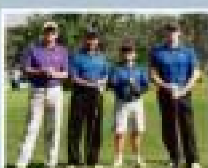




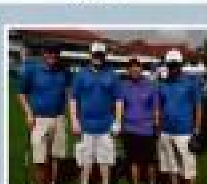
The 2010 CEO Golf Classic Participants



















www.globe.com.ph/business

# BUSINESS

# FDI inflows to developing countries seen up by 17%

## Political risk remains a major constraint, says World Bank unit

## DMCI acquires Semirara stake in 2 units








# Meaningful barkada travels with CEB

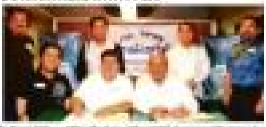
## NOEL BAZAAR MARKS DECADE OF SHARING



## FOTON AT THE 2010 AUTO FOCUS MOTORSHOW



## THE GREEN SHIELD: LSGHAA PARTNERS WITH PPLIC



## LEVELING-UP TO MARKETING EXCELLENCE



## Real estate firms target OFW families

## ProductFILES

### Man, the vigor in your coffee is for real



### Happy New Year, happy times



### Great Taste Decaf Christmas bundle





## QT PARTICIPATES IN MINING PHILIPPINES 2010

# Spending agriculture money wisely

By Ernesto M. Ordoñez

COMMENTARY

It is imperative that the budget of the Department of Agriculture (DA) be spent wisely. [illegible]

[illegible]

## Corruption and competence

[illegible]

## Analysis

[illegible]

## Consistent application

[illegible]

| IRRIGATION INTERVENTIONS | | | | |
|---|---|---|---|---|
| Type | Cost | Ha Served | Cost/Return | FIRR |
| New | P150,000 | 22,814 | P5.00 | 31% |
| Repair | P50000 | 148,209 | P4.20 | 212% |
| Restore | P120000 | 21,640 | P5.02 | 64% |

| PRULINK Unit Values of Variable Life Insurance Contracts | Dec. 8, 2010 | Dec. 7, 2010 |
|---|---|---|
| Bond Fund - Peso | [illegible] | [illegible] |
| Managed Fund - Peso | [illegible] | [illegible] |
| Growth Fund - Peso | [illegible] | [illegible] |
| Equity Fund - Peso | [illegible] | [illegible] |
| Bond Fund - US Dollar | [illegible] | [illegible] |
| [illegible] | [illegible] | [illegible] |
| [illegible] | [illegible] | [illegible] |
| Proactive Fund - Peso | [illegible] | [illegible] |
| Money Market Fund - Peso | [illegible] | [illegible] |

PRU LIFE UK












[illegible caption]



# BUSINESS Friday

Business Features Editor: Margie Quimpo-Espino

# Conscientious marketing is marketing with a conscience

CONSCIENCE IS defined as one's mental faculty to distinguish between what is right from wrong based on universal principles of morals and ethics. But conscience can also be used in the context of the word "Conscientiousness," meaning being meticulous and thorough in performing one's duties and responsibilities; doing what is right, not only what's expedient—for the sustainability of a business and the long-term health of a brand, not just for tomorrow or the year's bonus; for all stakeholders instead of just a few.

## Examination of a marketer's conscience

## NY-based publication names BDO as one of the world's best

# Can you read your target market's mind?

# How practical is price segmentation for entrepreneurs?

MARKETING Rx

Dr. Ned Roberto & Andy Roberto

# Business

# Consumer confidence improving, survey shows

## Sustained rise supported by better-than-expected GDP growth in 3 quarters

# Informatics to build three IT colleges

By Abigail L. Ho

# Pacquiao, 'Jejemon' among Google's top searches




# Shift to digital TV seen completed by 2015

Paolo G. Montecillo

# IPVG subsidiary lists shares; readies 2 data centers in 2011

By Doris C. Dumlao

## Third issuer to go public this year

# Alcordo to head Gotianun power unit

## UEM Development Philippines, Inc.

### NOTICE OF SPECIAL STOCKHOLDERS' MEETING

### AGENDA

Corporate Secretary

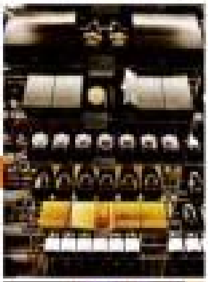
## Philippine Stock Exchange

## Currencies

# Serendipity at Serendra







## The Wine Story celebrates Thanksgiving Day by opening a new store at Serendra

Last November 25th, Wine Story celebrated another milestone by opening its second ultra premium wine shop at Serendra, Bonifacio Global City. Wine aficionados and special guests were treated to a night of fine wine and good food as it opened its doors to the public.









### Hooked by a book

### Educating the staff

### A growth market for wines









# Business




## Japan Q3 growth up

### Companies on capital spending spree



## Japan leads Asia stocks higher




## New Madoff suits take aim at big global banks

Editor Thelma Sioson San Juan

# LIFESTYLE Fashion & Beauty

Contributing Editors
Jenni Epperson
and Ria Francisco-Prieto





JASMINE wearing earrings in yellow gold with round peridots, sapphires and round diamonds and a Via dei Condotti watch with a white gold case, round brilliant-cut diamonds, silver opaline dial and black satin strap.

# Bulgari's finest dazzles for the holidays

THE BULGARI Collezione Internazionale, or the High Jewelry Collection, is a collection of exquisite jewels and watches, created for exceptionally fine gemstones.

They are one-of-a-kind creations, representing the essence of Bulgari design and the brand's unmistakable sense of beauty and volume and use of precious materials.

Bulgari pays tribute to refined femininity with its most precious collections. An eclectic spirit distinguishes every Bulgari creation. The collection showcases the purity of diamonds and the clarity of precious stones.

The collection is made up of more than 1,400 pieces, displayed on rotation in major Bulgari stores worldwide.

Earlier this month, Bulgari opened the Greenbelt Holiday 2010 Fashion Show, which highlighted the Fall-Winter 2010 collections of the best luxury brands from

BULGARI/C2



JASMINE wearing earrings in yellow gold with round pavé diamonds, sapphires and round diamonds and a Via dei Condotti watch with white gold case, round brilliant-cut diamonds, silver opaline dial and black satin strap.



BULGARI models

# Bulgari's finest dazzles . . .

From page C1

Greenbelt 4.

Bulgari models in elegant red gowns were adorned with the brand's finest jewelry and watch collections at the Greenbelt 5 Fashion Walk. The statuesque women defined elegance on the runway, with precious stones sparkling under the lights and flashing cameras.

After the fashion show, guests were guided to Greenbelt 4, where Bulgari opened its doors and invited clients to take a closer look at the exceptional jewels and watches.

*The Bulgari boutique is at Greenbelt 4 Ayala Center Makati City, tel. nos. 728-5981 to 82.*



GRACE wearing earrings in white gold with round brilliant-cut diamonds, baguette diamonds and pavé diamonds and a BZ Assioli watch with white gold case, pavé diamonds, princess-cut diamonds, pear-shaped diamonds, round brilliant-cut diamonds, marquise-cut diamonds, and black satin strap.



GWEN wearing a necklace in platinum with a fancy sapphire and diamonds and a Via dei Condotti watch with round brilliant-cut diamonds, black opaline dial, and black satin strap.



MELISSA wearing a necklace in white gold with round brilliant-cut diamonds and pavé diamonds.

## *Give gift checks—and make a difference*

IN TIME for the holiday season, the BDO Foundation is launching a unique gift check called Share—a gift meant to make a difference in someone's life.

Instead of a gift, one can buy a Share donation gift check to fund any of three advocacies: education, health care and shelter. [illegible]

[illegible]

Share is designed like a check with its own envelope, and is available in all BDO branches nationwide in denominations of P500, P1,000 and P5,000.




## Mall chain offers treats for OFWs and their kin

SM SUPERMALLS has announced more value-added treats for all Global Pinoy card members.

[illegible]



[illegible]



The EXCHANGE REGENCY
ORTIGAS
is about to change by 2011...
Ascend and experience
a scenic retreat of the
SKY LOFT
JADE DRIVE
EXCHANGE ROAD
MERALCO AVENUE
PRIME REAL ESTATE is where they say
smarter people invest.
OUR LOCATION SPEAKS FOR ITSELF.
An exclusive sanctuary in a world
of infinite possibilities.
Antipolo View
Makati Skyline
Manila Bay View
Ortigas Skyline
Proud to be GREEN. Proud to be NOBLE!
For Inquiries, please contact us at
(632) 585-9239
0917-5838796
sales@noblelandinc.com
www.noblelandinc.com
Visit us at Nobleland Ventures Incorporated Showroom,
#7 Julia Vargas Ave. between San Miguel Ave.
& Meralco Ave., Ortigas Center, Pasig City
NOBLELAND VENTURES INCORPORATED
PROUD TO BE NOBLE!

# My Sunday tryst

IT WAS Sunday afternoon, and I sat nervously in a hotel lobby, waiting for my room to be ready.

[illegible]

## First impression

[illegible]

## Getting acquainted

[illegible]







[illegible]

> He was sleek, thin—7.9 mm-thin, 20-percent thinner than average slice of bread

## Intimate knowledge

[illegible]

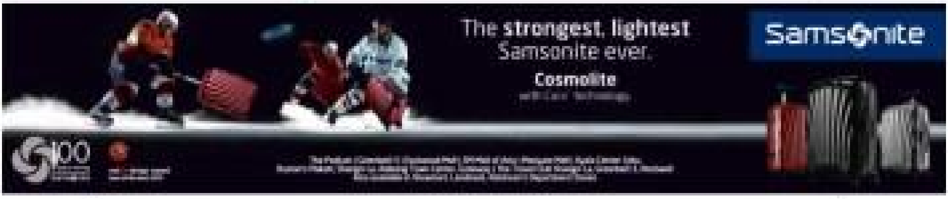


[illegible]

## Not enough

[illegible]

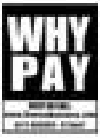
# LIFESTYLE Fashion&Beauty






# How Gretchen does it

"CLASSIC LOOK, classic stuff." That's apparently the mantra of one of Manila's most famous beauties when it comes to taking care of her renowned looks.









# Feng shui for fashionistas



## Geomancy can make you fashion-lucky

[illegible]





[illegible]

**Celebrity examples**

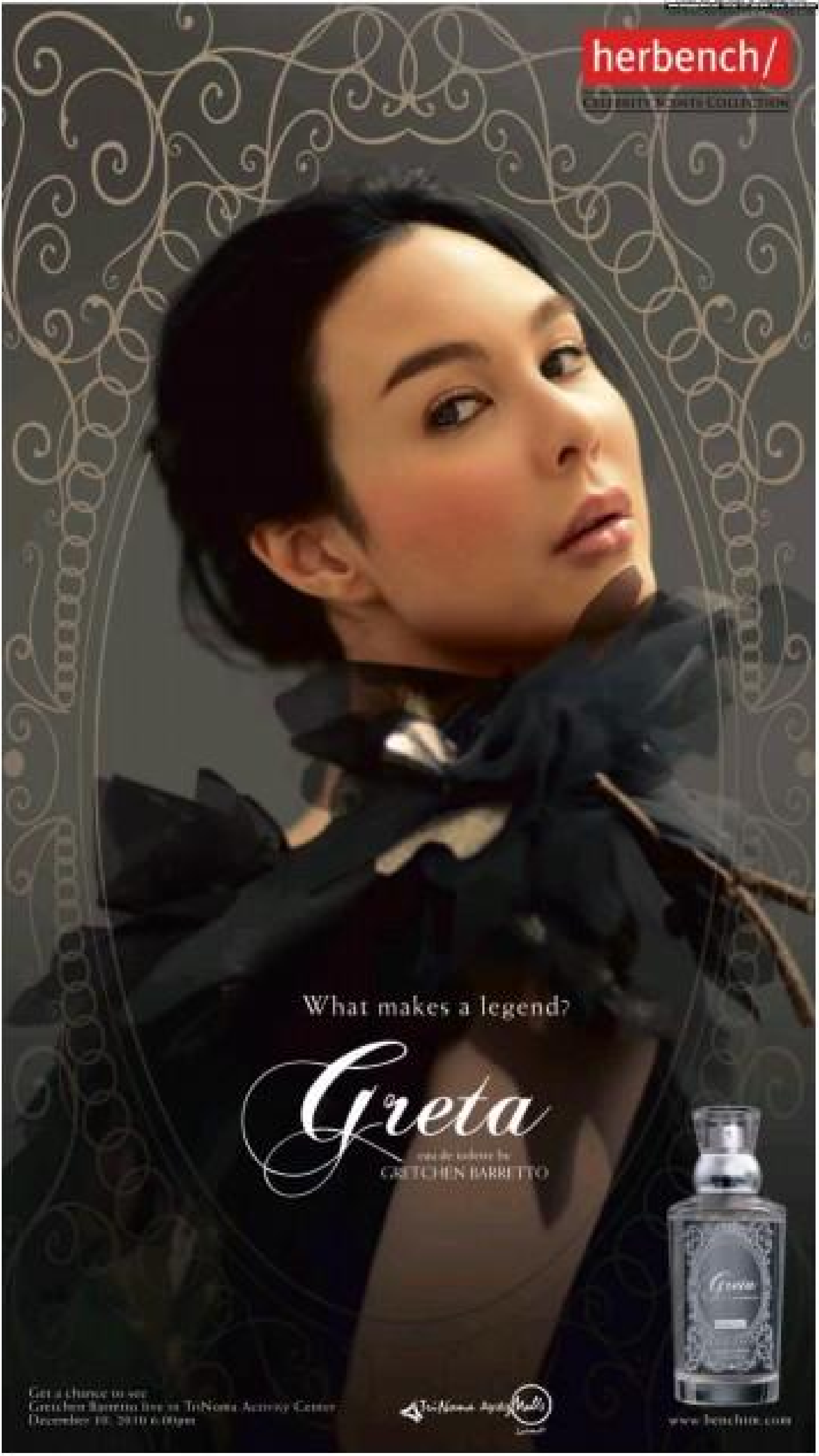
[illegible]

**Winter**

[illegible]






herbench/
What makes a legend?
Greta
GRETCHEN BARRETTO
Get a chance to see
Gretchen Barretto live at TriNoma Activity Center
December 10, 2010 6:00pm

# How Gretchen does it

From page D1













THE GRETA packaging design evokes Old World glamour; (right) goddess in a bottle: Greta Eau de Toilette, the latest celebrity scent from Bench

CAPTURING Hollywood glamour in a black feathered gown



Vanity Basket

## Three powders in Make Up for Ever's HD Blush

[illegible]

## Healthier skin with 5 food wonders

[illegible]



## ANNE CURTIS' NEW HOLIDAY SCENTS

[illegible]



# LIFESTYLE *Fashion & Beauty*



Designers never run out of ways to come clean with this elegant non-color, slipping in a new detail each time



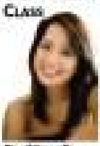
BCBG MAX AZRIA

**MAX AZRIA**

[illegible]

# Why not white?

THE WORKING CLASS



[illegible]

RALPH LAUREN

**RALPH LAUREN**

[illegible]

# Why not white?

[illegible]



STELLA MC CARTNEY

**STELLA MC CARTNEY**

[illegible]



HERVE LEGER MAX AZRIA

**MAX AZRIA**

[illegible]





SALVATORE FERRAGAMO

**MASSIMILIANO GIORNETTI**

[illegible]



3.1 PHILLIP LIM

**PHILLIP LIM**

[illegible]

CHLOE

**HANNAH MACGIBBON**

[illegible]



# Resto-inspired footwear shop now in Alabang mall

[illegible]




### 60th anniversary

[illegible]

### Gift-wrapping seminar

[illegible]

### Kids' menu

[illegible]



[illegible]




BABY boys' hoodie set



MEN'S scarves and women's sequined bag (above, right)



MEN'S plaid shirts

# The gift of style

THE HOLIDAYS are all about stylish gift-giving at Gap.

Suggested gifts for the man in your life include a bomber jacket, which can be paired with Gap's plaid casual shirts and 1969 Premium Jeans. This season's plaid scarves are also great add-ons.

For women, there are accessories that add a hint of glitz to any outfit. There's Gap's sequined purse and a glittery cowl neck scarf to complement the season's sweaters and perfect-fitting pants.

And for the little ones, Gap-fleecy accessories in a rainbow of colors and prints serve as perfect stocking stuffers. There is also a kind selection of graphic tees for boys and girls. For an extra-special gift, there are cute vintage tees and tulle skirts for little girls, and Gap hoodies for boys.

Gap is exclusively distributed by Casual Clothing Specialists Inc., a subsidiary of Stores Specialists Inc., and is available at SM Mall of Asia, Shangri-La Plaza Mall, Tri Noma, Glorietta 4, Bonifacio High Street, Alabang Town Center, SM Megamall and Robinsons Place Manila.



GIRLS' vintage tees



GIRLS' pro-fleece accessories (below) baby girls' graphic bodysuits



LIFESTYLE Fashion & Beauty






# Elizabeth Arden turns 100

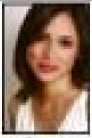
**In the 1930s, the makeup house came up with the legendary Eight Hour Cream, still a beauty must-have to this day**



ELIZABETH Arden Ceramide Gold Ultra Restorative Capsules

THIS WEEK was all about celebration! For one it's Elizabeth Arden's 100th year. The first Red Door Salon on 5th Avenue, in New York was opened in 1910 and Elizabeth Arden has grown since.

KNOCKOUT!



Ria Francisco-Prieto

In the 1930s Arden created the legendary Eight Hour Cream which to this day remains the favorite of beautiful celebrities such as Catherine Zeta-Jones, Victoria Beckham, Cate Blanchett, Thandie Newton and Emily Thompson. Well-known fragrances such as Red Door and my personal fave, Green Tea, are also among Elizabeth Arden's innovations.

Elizabeth Arden's Eight Hour Cream remains a beauty must-have. It is known for its incredible moisturizing abilities and outstanding benefits. I like it because I feel I am using a shield from all the free radicals and pollutants that will eventually clog my pores. I also like it for its anti-aging benefits to the skin. It is also a winner of innumerable beauty awards.

In 1990 the star product, Ceramide Gold Ultra Restorative Capsules Intensive Treatment for Face and Throat, became the first single-dose skincare capsule with Ce-

[illegible]



ELIZABETH Arden Eight Hour Cream Skin Protectant

# Instant fix

BACKSTAGE PASS





GEORGIA



PATTY Laurel



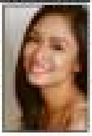


PAULEEN Luna

# How to choose your signature scent

## Coffee beans work like a reset button in between sniffing scents

TRICKS OF THE TRADE



Kelly Misa

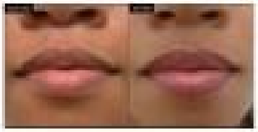
### Floral

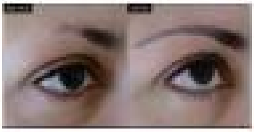
### Citrus

### Oriental

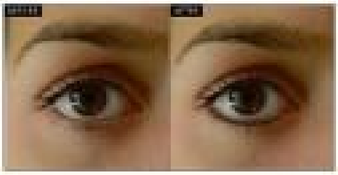
### Woody

### Watery





# Wake up with 'permanent' makeup



MAKEOVER 911



Kimmy Salas





CATHERINE Zeta-Jones for Elizabeth Arden

"FALSE lashes" mascara from MAC

# Elizabeth Arden turns 100

From page F1

[illegible]

## "False lashes" mascara

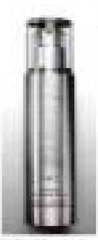
[illegible]

The year 2011 will be a year of great beauty innovations and anti-aging products. [illegible]

Stay beautiful!

## New scent

[illegible]



PREVAGE anti-aging serum

**Elizabeth Arden fans include Catherine Zeta-Jones, Victoria Beckham, Cate Blanchett, Thandie Newton and Andie Thompson**

# Supersized Italian watches now in new Manila store

[illegible]






[illegible]



[illegible]

[illegible]



[illegible]

## Younger-looking skin in just 7 showers

[illegible]

LIFESTYLE Fashion&Beauty



# Get some new blood into your skin–literally



Platelet-rich plasma therapy (PRP) is the latest facial skin rejuvenation procedure, using material taken from a patient's own blood



By Margo C. Enriquez
Contributor

WHEN HE was the world's No.1 golfer, Tiger Woods had four injections of platelet-rich plasma in his left knee after surgery. The treatment consisted of drawing the patient's blood and turning it in a centrifuge to extract the platelets and use them to heal wounds. The therapy helped Woods make a spectacular comeback before he was hit by scandal.

Today platelet-rich plasma (PRP) therapy is touted as the latest in rejuvenation, particularly in improving the skin's appearance.

"Because you use your own blood, it does away with any possible allergy to foreign products. We get your blood, approximately eight to 10 cc, using a special test tube that separates the platelet from the red blood cells. This platelet concentrate looks like clear jello and is activated with calcium," explains Dr. [illegible] Francisco of Skin Dermatology and Laser Center at The Spa at The Fort.

"We make tiny injections in the skin. It gets red in the process, but you don't go home with a bloody face. The body interprets the pricks as wounds. The platelets signal the wound healing process to begin. They recruit the natural stem cells, the progenitor cells of your body," she says.

Platelets help to control bleeding and remedy damaged blood vessels and cells in the body. They contain substances called growth factors that recharge cells and help in their recovery. The growth factors, when released, drive the creation of

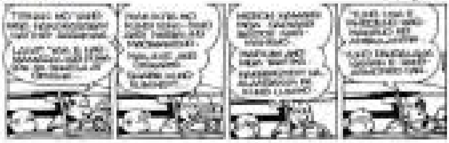
**GARFIELD**



**A. LIPIN**



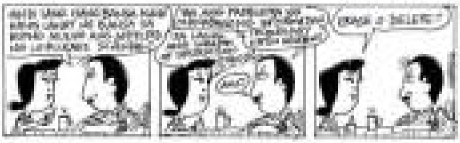
**PUGAD BABOY**



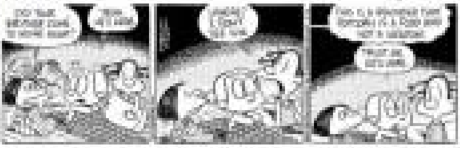
**DICK TRACY**



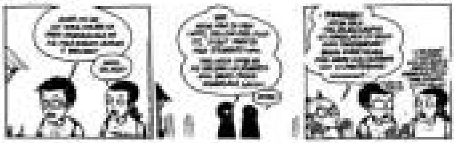
**LOVELINOTS**



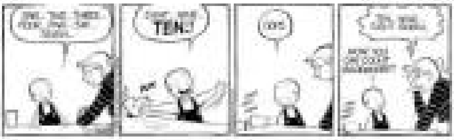
**BABY BLUES**



**KIKO MACHINE**



**BEN**




**ANG DRAYBER**




**SHERMAN'S LAGOON**



**TLADON**



## HOROSCOPE

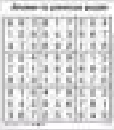
## CONCEPTIS SU DOKU

**HOW TO PLAY SU DOKU**

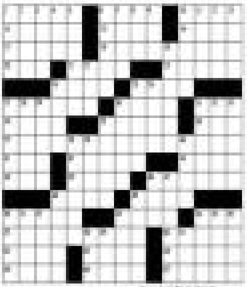
**Conceptis Sudoku**

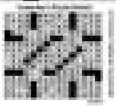
| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1 | | 2 | | 5 | | 7 | |
| 8 | | 3 | | | | | | 2 |
| | 4 | | | | | | | |
| 6 | | | | | 1 | | | 9 |
| | | | | 3 | | | | |
| 2 | | | 8 | | | | | 3 |
| | | | | | | | 9 | |
| 7 | | | | | | 8 | | 1 |
| | 9 | | 7 | | 6 | | 5 | |

Difficulty Level ★★★★



## CROSSWORD PUZZLE





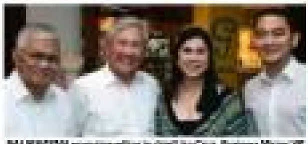
# Get some new blood into your skin—literally



# Can your mascara give you cancer?







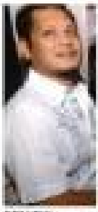


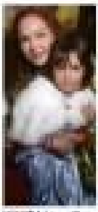




# Fruitcake is out, 'palanggas'–think something original this Xmas





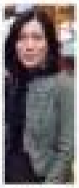




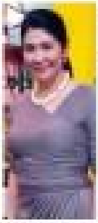




Recycling gifts is not wrong. What's a no-no is giving your recycled gift to the same person who gave it to you last year, dahlings











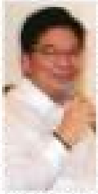
WITHOUT BATTING AN EYELASH

*Maurice Arcache*



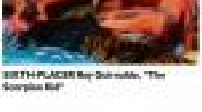
## Luxe by Goldilocks

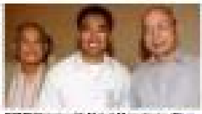
## Fila Bonn bash

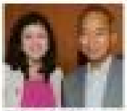


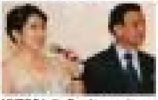
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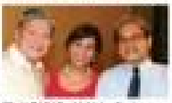














ERRATUM

# LIFESTYLE Fashion&Beauty




# Vintage cars meet high fashion in Cebu

## Kenneth Cobonpue bares his other passion

SM CITY Cebu, together with the city's Performance and Classic Car Enthusiasts (PACE) and the Fashion Council of Cebu, launched Gear and Glam Circle of Ten at the Northwing Atrium.

The Northwing Atrium was transformed into an indoor highway as PACE members put their 10 vintage cars on display, with Cebu's top models parading the designs of the Fashion Council of Cebu.

SM City Cebu's Northwing must be the only mall in the country to display yearly such an awesome cluster of vintage cars.

For the show's finale, PACE member and world-renowned furniture designer Kenneth Cobonpue drove the Ferrari Dino.

Named after Enzo Ferrari's son Alfredino, the 1974 Ferrari Dino GTS is a design triumph and one of the most beautiful, rare and expensive cars of all time.

It has four ventilated disc brakes, rack and pinion steering, independent double wishbone suspension and coil springs. Its agile handling and unmistakable Ferrari exhaust make for an exhilarating driving experience.

Cobonpue has long held a passion for vintage cars. He and other collectors in PACE would drive their cars around the Visayas in the most trying conditions and through good and bad weather, just to discover a machine's various facets. Men discover machine—that's the thrill of the ride.

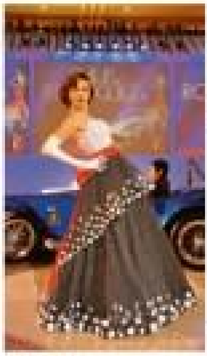
With Cobonpue in PACE are Darren Dean, Alven Sozo, Grand Benedicto, Jay Aldeguer, Michael Aldeguer, Rep. Red Durano, Ace So, Nong Larrazabal, Bobby Aboitiz, Michael Lim Hoy and Mike Jo.

Other classic cars on display included a 1952 Triumph TR2, as true a Brit as a car can be, born during the golden age of British motoring. The design of the chassis is a simple ladder with X-shaped bracing and the twin-carb engine had a displacement of just under 2 lit., giving it a top speed of 169 km/h.

Also there were the grand touring convertible 1960 Mercedes Benz 190SL, a very popular roadster in the 1950s and the 1960s, Gullwing series, the 1968 Mercedes Benz 280SL, and the white 1977 Volkswagen Beetle Convertible, also called the "people's car" because of its durability and reliability.

Described as an "American Jewel," the 1965 Shelby Cobra was also the first 100...

VINTAGE A2


1965 SHELBY Cobra of Bobby Aboitiz and gown by Philip Rodriguez



TEAM Sy-Cesar, Bobby Jacinto and Marissa Fenton



CHRISTINA Garcia Frasco, Mario Fronuela and Elvira Lopez



1974 FERRARI Dino 246 GTS owned by Kenneth Cobonpue

# Vintage cars meet high fashion in Cebu

From page H1

made race car ever to beat a Ferrari in the world racing championships. The Cobra could go from 0 to 100 mph and back in less than 14 seconds.

Other notable classics were the black 1959 Porsche 356A Convertible, a lightweight and nimble handling rear-engine rear wheel-drive two-door sports car and the Silver 1959 Porsche 356A Coupe.



JANNIE Abella and Teresita Mendezona

Today, the Porsche 356 is a highly regarded collector car; whether close to stock or highly modified, it has enjoyed much success in rallying.

The crowd had a glimpse of the impressive, sleek and stylish 1973 Porsche 914 2.0, a collaborative effort between Porsche and Volkswagen. The car sits very low and the suspension is stiff, making it a great competition car rather than a touring car.

Less power, fewer amenities, and weighing about 250 pounds less, the 1968 Porsche 912 has a fuel-efficient engine and lower speed limits, making it a safe buy that has achieved victory in the racing world and served as European police cars.

Each car was complemented by designs by the Fashion Council of Cebu, modeled by top models from the Models Association of Cebu (MAC).

The show opened with clothes by Philip designers, as the 1965 Shelby Cobra entered the stage via the split LED screen.

Other collections from Jun Escario, Cary Santiago, Salvador Malto, Philip Tampus, Arcy Gayatin, Anthony Ruwoff, Edus Rodriguez and Oj Hutay, followed with cars driven by different Cebuano personalities.

The event was capped with a toast led by SM Prime Holdings, Inc. President Hans T. Sy together with the members of PACE and the Fashion Council of Cebu.



HANS T. Sy with members of Performance Automobile Club Enthusiasts



PACE members Mike Ju, Jay Aldeguer, Kenneth Cobonpue, Gerard Borromeo, Jun Go with SM's Hans T. Sy and Marissa Fenton





1977 VOLKSWAGEN Beetle Convertible with fashion by Cary Santiago



RBF Red Gonzaga with 1968 Porsche 912



1959 PORSCHE 356A Coupe owned by Jay Aldeguer



1952 TRIUMPH TR2 with fashion by Jojo Ruwoff



1973 PORSCHE 914 2.0 owned by Jay Aldeguer and fashion by Salvador Malto

# Hotels and Fine Dining

# Home sweet hotel room

## Tips for a jolly Christmas celebration in your choice accommodation

By Kenneth M. del Rosario

"HO HO HO!" might as well have been Santa Claus' call for you to book up "hot holiday hotel" deals this Christmas season.

That's because spending the holidays in a hotel is perhaps one of the best gifts you can give your loved ones this Christmas. Really, isn't it about less time to worry, more time to party?

Checking in to a hotel means you have the place for yourself–throw an impromptu Christmas party, say a little prayer with the whole family, [illegible] a new pair of jeans after the holidays.

It's a great opportunity to bond with the family without the distractions of work and day-to-day activities.

But as the holidays go, pretty much everything gets busy. So if you're planning on booking a "ho ho ho" [illegible] for you and your loved ones, it's best to do it as early as possible. You don't want to drag everyone to the hotel only to find out there's no more vacancy, now do you?

Here are some more practical tips to consider that is sure to make Christmas extra festive for friends and family - this time in a cool, posh hotel room no less.

1. Ask for promos and discounts

It's the holidays, so most hotels would have their own deals for their guests. It may be an extra night free of charge, or a hefty discount on room rates, or a free lunch or dinner. Either way, don't forget to ask. The money you save from the deal means more shopping money for later.

2. Bring family Christmas décor

Help bring the Christmas spirit by decorating the hotel room up a bit. No need to be too elaborate (and nothing that will leave a permanent mark on the walls, please!). A couple of inflated balloons, some ribbons and scented candles, perhaps, might just do the trick.

# A Sofitel Christmas



ALL YOU want for a magical holiday is yours this season at Sofitel Philippine Plaza. From traditional food and drink, sparkling entertainment and a luxurious home to call your own, the treats keep coming at Manila's only 5-star luxury resort hotel. Book a room from December 1 to 29 starting from Php6,370+++ and enjoy complimentary breakfast Spiral for two, and a complimentary upgrade to a sea view room or an extra bed, while supplies last. Plus, get a chance to win a roundtrip ticket for two to any Sofitel in Vietnam, Macau or Cambodia!

Sofitel's acclaimed Executive Chef Marko Kaskel has prepared traditional yuletide delights for all to enjoy. Yule logs, pies, panettone, ginger bread houses, cookies and chocolates are made especially for the sweet-toothed, and make for most joyful gifts. Bring home a succulent Whole Roasted Turkey for the holidays, dressed with dried apples, nuts, dried fruit, cranberry sauce, buttered vegetables and potato dumplings stuffed with bread croutons ([illegible]), a Glazed Smoked Ham is mouth-watering with its mustard grape sauce, and is served with smoked and mashed potatoes ([illegible]), while Sofitel's elegant Christmas hampers combine exquisite wines and complimentary yuletide fare for a complete Christmas treat (starting from [illegible]).

Enjoy live jazz and fine French cuisine with loved ones at LeBar, with set menus and wine at [illegible]. Traditional Christmas fare will be available at Spiral, along with its awesome 300+ dish offering, starting from [illegible]. Lunch in groups of ten, and four get to enjoy the buffet courtesy of Spiral.

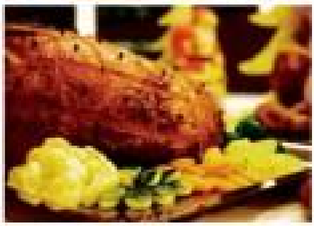
'Tis a time for beauty and wellness at Sofitel this holiday season. Enjoy an indulgent massage at SoSpa, a revitalizing diamond peel at The Zen Institute and a luxurious hair treatment at Philippe's Salon.

Sofitel's holiday beauty and wellness package comes with a complimentary manicure and pedicure by Philippe's Salon ([illegible] net).

It is all you want for Christmas, right here at Sofitel.

For room inquiries and reservations, please call us at (632) 551-5555 loc. 1991-1994 and (632) 832-6303, or email at room.reservation@sofitelmanila.com. For food and beverage inquiries and bookings, please call (632) 832-6988 or (632) 551-5555 loc 6988, or email at fbreservations@sofitelmanila.com.





# Hotel ESSENTIALS

## Tips from travel agents in getting good accommodation





### 1. Choosing a good hotel

### 2. Making hotel reservations

### 3. Hotel reservations for late arrivals

### 4. Overbooked hotel – no room in the inn!

### 5. Customer service with a smile



### 6. Checking into your hotel

### 7. Checking out with no surprises

# Home sweet hotel room

**4. Book online in the hotel's official website**

**5. Have a relaxing massage**

6. Bring your credit card

7. Order room service

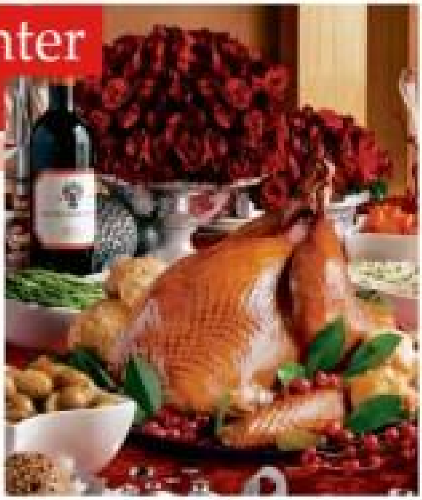


# Fully stocked – the things you might need

Depending on your needs, ask if the hotel offers or provides the following:



# The stars shine brighter at Diamond Hotel



## A more festive, worry-free Christmas celebration awaits guests this month

By Kenneth M. del Rosario

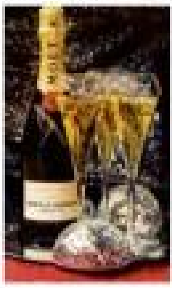
PICTURE THIS scenario: It's Christmas Eve so you and your loved ones have checked in to a nice, cozy hotel. You're all enjoying Noche Buena and looking back at the fun moments of the past year while celebrating the festive Yuletide spirit. You open each others' presents and exchange kisses for the holidays while a Christmas song serenades in the background.

It's a picturesque moment - one that seems like a dream for many because, surely, nothing beats bringing the Christmas cheer than having your loved ones around you on this special occasion.

Yes, throwing a Christmas party is fun. But the holidays is just more special when you spend some quality time together with the whole family in a cozy, sophisticated hotel room, sharing a moment of just being together in each other's company.

This is why the Diamond Hotel is offering exclusive and irresistible deals this December, with its Christmas Holidays special, so the whole family can unwind and have some peaceful, worry-free time together during the Yuletide season.

To have a more relaxing Christmas break, family and friends can share unforgettable bonding moments at the impressive rooms of the Diamond Hotel this December. Check-in for as low as P5,800 nett in a superior room or opt to enjoy luxurious pampering with the Day Getaway where you have the use of the spa suite for 4 hours with massage and spa items.





At Diamond Hotel, it's always "more than the usual." For a more festive celebration, the Diamond Hotel has prepared innovative cuisine and eclectic entertainment for everyone to enjoy. For any of this social parties and events, the [illegible] on the 27th floor is the perfect fun place for sweeter holiday gatherings.

Because Christmas today is almost synonymous with food, the Diamond Hotel has created the perfect holiday mood with its "Feast for the Senses" special. This month, the native delicacy, bibingka (which many enjoy during the annual Simbang Gabi) is part of the hotel's Yuletide Breakfast Buffet for a touch of traditional Filipino flavor. And if you are looking for the perfect gift, Diamond's Goodie Shop offers an irresistible selection of cakes, goodies and party platters are sure to please your loved ones.

This festive season, one thing's for sure - there won't be any shortage of food. Diamond Hotel's exclusive bar and restaurants will be open to serve guests even - or rather, especially - during the holidays.

On December 24 and 25, try the Christmas Eve Lunch Buffet and the Christmas Eve Dinner Buffet at the Corniche for a sumptuous treat like no other. There's also a Christmas Eve Brunch and Christmas Day Dinner at the Jurado, located at the Pacific Place Mall in Boulevard, which features free-flowing sparkling wine.

At the Yurakuen Japanese restaurant, there's the Takehoda Festival (eat all you can) lunch and dinner which promises to fill you up with delicious Christmas food all throughout the day. In the evening, the Sky Lounge features the innovative Street Beat Band.

After spending quiet moments (while eating good food) on Christmas, prepare to welcome the New Year with a bang. The Diamond Hotel has got that covered, too, as it promises to count down 2011 in style on the 31st of December at Sky Lounge with the Street Beat Band and DJ [illegible].

To top all that up, it's interesting to note that, for the whole month of December, Diamond Hotel will donate a percentage of sales to the Our Lady of Remedies Parish (Malate Catholic Church) for every room booked. They will also donate a percentage of sales to the Sergio Esguerra Memorial Foundation (an institution for the deaf) for every Cocktail of the Month consumed for the whole month of December.

This holiday season, be the Santa Claus for your family. Spend a couple of days at the Diamond Hotel and enjoy a holiday experience you will treasure for years and years to come.

*The Diamond Hotel is located in Roxas Boulevard corner Dr. J. Quintos Street, Manila. Visit www.diamondhotel.com or e-mail [illegible]@diamondhotel.com for more info. Call (632) 5283000 and (632) 3053000 for inquiries.*

# Hotels and Fine Dining



## MANDARIN ORIENTAL HOLDS CHRISTMAS CONCERT ON DEC 17

## GOURMET OFFERINGS AT MANDARIN ORIENTAL



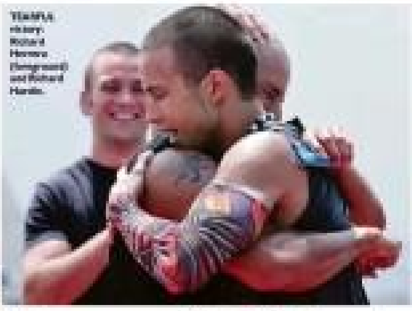
## CHRISTMAS GIFT IDEAS

## URBAN HOLIDAY ESCAPE

# ENTERTAINMENT

**Bistro RJ opens at Dusit Thani**



# Nice guys finish first

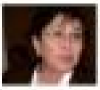
By Bayani San Diego Jr.

> For the first time, PH team wins 'Amazing Race Asia'

## Roller-coaster ride

## Communication

## Proudly Pinoy



**BATANGAS GOVERNOR VILMA SANTOS:**

WISHLIST

















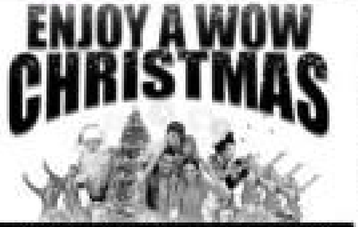















# Kris and Ted 'just friends'

By Allan Policarpio



CHRISTIAN BALE

# A punch like...




# A punch like Batman's

## Christian Bale plays a troubled boxer in new film

ONLY IN HOLLYWOOD

Ruben V. Nepales



Downward spiral

Standing ovation

Turning point

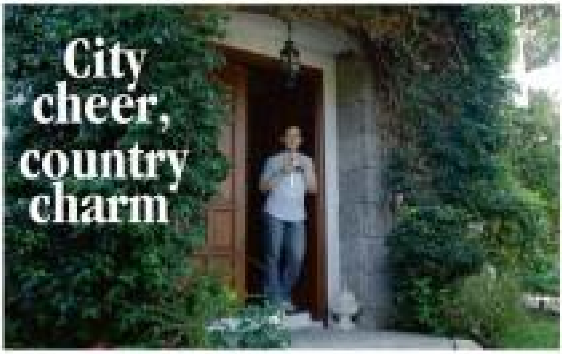
ENTERTAINMENT LivingStar
Editor Ruben V. Nepales(?)

**OVERHEARD**



AWARD-winning actress Helen Mirren, on being considered "sexy" at 65: "You have to let go of that crap. It creates more pressure on women. That I look good at my age is bloody irrelevant." AFP





# City cheer, country charm

**HOME BODY**



COAT and hat hanger on brick wall.

THE comic welcomes us to his weekend refuge, the doorway to which boasts crab bougainvillea arch.



## Comic Jon Santos shuttles between the hectic and the harmonious in two homes that welcome any season

By [illegible]
Photos by [illegible]

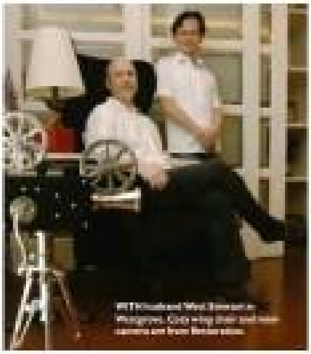
JON Santos likes to joke that he and husband West Stewart, who works for a renewable-energy company, are in two different orbits: "His job involves climate change; mine, costume change."

[illegible]

### A little bit country

[illegible]

CITY J2



[illegible caption]





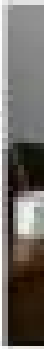


# City cheer, country charm



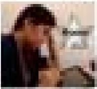


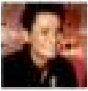




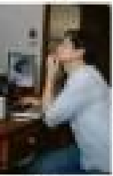


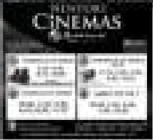


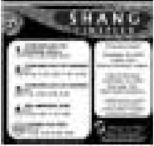









CINEMAS


SHANG




ANG BLOCKBUSTER
TAMBALAN NG TAON!


TRON


NARNIA
NOW SHOWING:





# City cheer, country charm







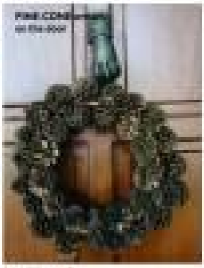
## A little bit city











The couple spends weekends in Cavite; by Monday, they're back in the Ortigas condo



